



JA Company Program

Pitch It!:
How To Create The Perfect Sales Pitch



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The Sales Pitch



What is a Sales Pitch?

How to get started

A sales pitch is a way to tell a potential customer why they should buy from you.

Step 1: Introduction

Step 2: Unique Selling Proposition

Step 3: Call to Action



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Step 1: Introduction

- Start with a question, a shocking statistic or a leading statement like:
 - Have you ever noticed...
 - You know how...
 - I'll never forget when...
 - Doesn't it seem like...
 - Watch this video for an example.
- Alternatively, start with a short, captivating story like Don Draper from Mad Men does here.
- After drawing in the listener's attention, introduce your company and what product/services they provide



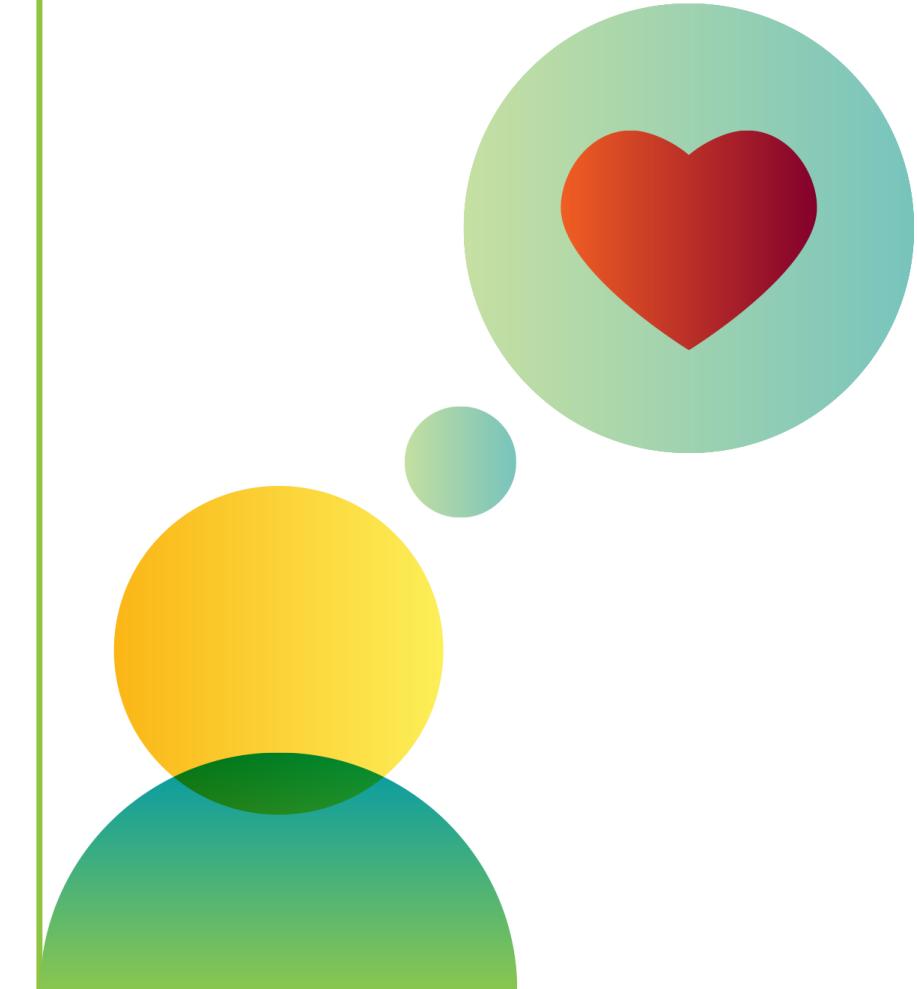
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Step 2: Unique Selling Proposition

- Talk about what sets your product/service apart from the competition
- In your own words, describe the product/service **benefits** (not features).
- **Benefits** are the outcomes or results that users will experience by using your product or service – the very reason why a prospective customer becomes an actual customer.
 - For example, an umbrella's features might be its unbreakable spokes or wind-resistant construction – the benefit of which is staying dry even in strong winds that might break lesser umbrellas.
- [Still not sure of the difference? Watch this video](#)
- Discuss how your product/service can solve a consumer problem or fulfill a need. Back this up with facts if possible



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Step 3: Call to Action

Here are some ways to lead to a sale:

- Ask for the sale!
- Ask to speak with them further about your product
- Ask to send them more information on their product

If you are asking to speak with them further or for more information be sure to follow up! Don't leave it to them to reach out to you again.



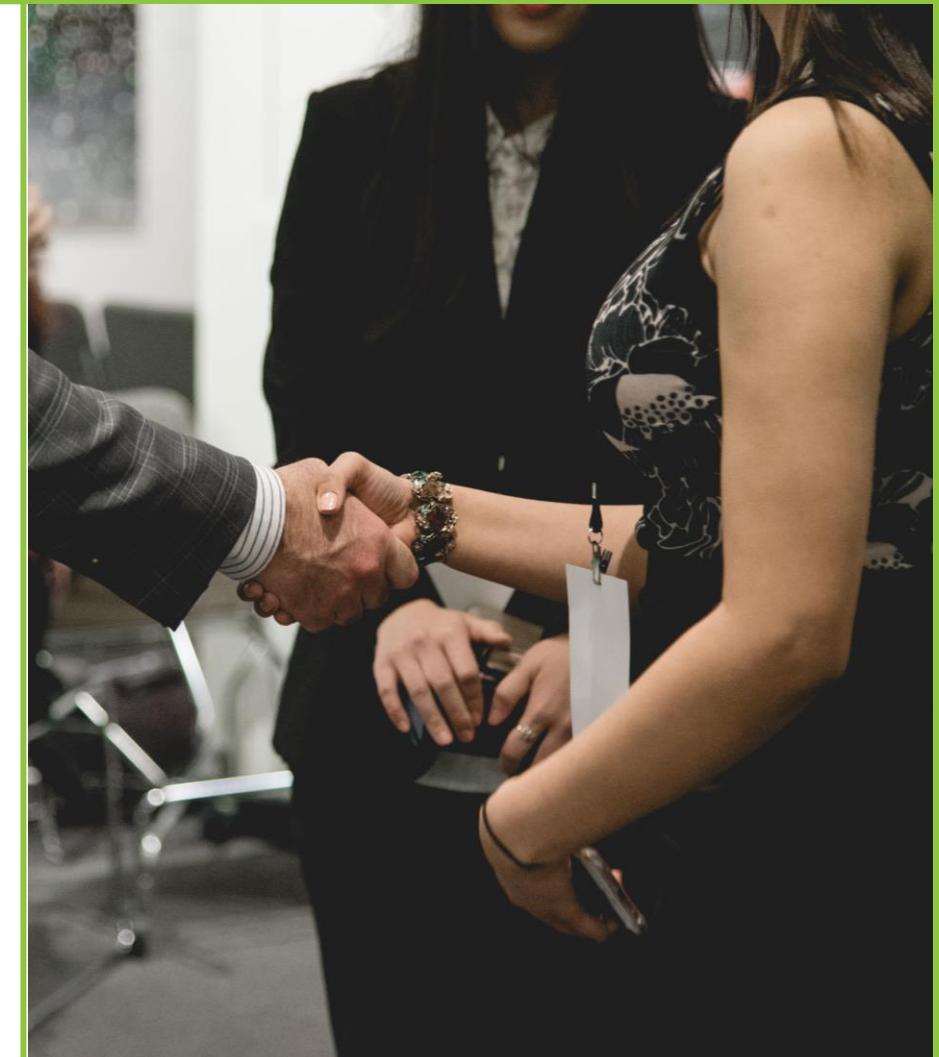
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Tips

- Grab the listeners' attention
- Tell a consistent story
- Be concise
- Speak in simple terms (no jargon)
- Tailor your presentation to your audience
- Show your passion and be confident
- Listen to understand what the customer is saying, not just to respond
- Be mindful of your body language – make eye contact, stand up tall, don't fidget, etc.
- Speak in a natural, authentic and conversational way (rather than a robotic or overly rehearsed way)
- Practice lots before pitching!



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Sales Pitch Example



Sales Expert in Action



<https://youtu.be/2sE5UXVIkz0>

Your Turn!



People's Choice Sales Pitch Competition

As part of this year's Youth Entrepreneurs Showcase, we will be posting your sales pitch videos online. Voting will be open to the public and will take place between March 18 to 25th. Winners will be announced at ventureON in May.

Here are the guidelines:

- No in-person interactions but you can edit your video to have more than one person speaking
- Video must be between 30 seconds – 1 minute in length – we will cut videos if they are too long!
- Video must include the correct JA Central Ontario logo (the one on the bottom of this slide)
- You can have your product in the video (physical product, screenshot or on screen), but we want the video to be of you talking (no music or special graphics/effects allowed)
- Submit your video in mp4 or mov file format along with all other Showcase requirements here:
[**https://forms.gle/quJBYXMXtfBmQYf18**](https://forms.gle/quJBYXMXtfBmQYf18)
- Submissions are due by **Friday, March 5th**

References



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